



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract # 847629

Schedule Dates 08/10/12-08/17/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/1553035
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Rachael,Beale
Phone/Fax (573) 651-0964 /
CPE 11597
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 08/09/12
Last Modified 08/10/12
Entered By Bridget Hurst
CO-OP No
Headline # 8/10-8/19
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,205.00
Net Total \$46,495.00
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Aug. 2012	29	\$54,700.00
Grand Total:	29	\$54,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / SPOT	08/13/12-08/17/12	3	1:00	20015- News @ 6am M-F	3	X		X		X			3	\$600.00	\$1,800.00	St. Louis (KMOV) (KMOV)		8/10/12
2.1	Normal Line / SPOT	08/13/12-08/17/12	3	1:00	131968- CBS This Morning	5	X	X	X	X	X			5	\$400.00	\$2,000.00	St. Louis (KMOV) (KMOV)		8/10/12
3.0	Normal Line / SPOT	08/12/12-08/12/12	3	1:00	20132- CBS Sunday Morning								1	1	\$1,300.00	\$1,300.00	St. Louis (KMOV) (KMOV)		8/9/12
4.1	Normal Line / SPOT	08/14/12-08/16/12	3	1:00	20023- News @ 12noon M-F	2		X		X				2	\$900.00	\$1,800.00	St. Louis (KMOV) (KMOV)		8/10/12
5.0	Normal Line / SPOT	08/16/12-08/16/12	3	1:00	28663- Dr. Phil					1				1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)		8/9/12
6.0	Normal Line / SPOT	08/15/12-08/17/12	3	1:00	20054- News @ 5pm M-F				1		1			2	\$1,600.00	\$3,200.00	St. Louis (KMOV) (KMOV)		8/9/12
7.1	Normal Line / SPOT	08/14/12-08/14/12	3	1:00	20055- News @ 6pm M-F			1						1	\$1,600.00	\$1,600.00	St. Louis (KMOV) (KMOV)		8/10/12
8.1	Normal Line / SPOT	08/13/12-08/17/12	3	1:00	20053- Entertainment Tonight	5	X	X	X	X	X			5	\$2,000.00	\$10,000.00	St. Louis (KMOV) (KMOV)		8/10/12
9.0	Normal Line / SPOT	08/13/12-08/13/12	3	1:00	6:57P- 8P (CT)		1							1	\$3,600.00	\$3,600.00	St. Louis (KMOV) (KMOV)		8/9/12
10.0	Normal Line / SPOT	08/16/12-08/16/12	3	1:00	124918- Person of Interest					1				1	\$6,000.00	\$6,000.00	St. Louis (KMOV) (KMOV)		8/9/12
11.0	Normal Line / SPOT	08/17/12-08/17/12	3	1:00	138334- Teachers Rock						1			1	\$2,000.00	\$2,000.00	St. Louis (KMOV) (KMOV)		8/9/12
12.1	Normal Line / SPOT	08/13/12-08/17/12	3	1:00	20062- News @ 10pm M-F	5	X	X	X	X	X			5	\$3,400.00	\$17,000.00	St. Louis (KMOV) (KMOV)		8/10/12
13.0	Normal Line / SPOT	08/10/12-08/10/12	3	1:00	20062- News @ 10pm M-F						1			1	\$3,400.00	\$3,400.00	St. Louis (KMOV) (KMOV)		8/9/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: